



## **SOUTH WILLAMETTE** **Street Improvement Plan**

### **SUMMARY OF PUBLIC OUTREACH AS OF 11-26-12**

The South Willamette Street Improvement Plan interfaced with over 50 residents, business owners, property owners and community advocates in the first three months of the project, through stakeholder interviews and focus group meetings. Since that time, the outreach continued as follows:

- Project website for detailed information and announcing Community Forum #1 (Nov. 13, 2012) ([www.eugene-or.gov/SWillametteStreet](http://www.eugene-or.gov/SWillametteStreet))
- Emails to interested parties list (500+ emails). The project specifically requests that groups send to their own lists.
- City Council Newsletter (a source for media outlets) announcing Community Forum #1
- City of Eugene Public Meetings Calendar announcing Community Forum #1
- Staffed outreach at area businesses in advance of Forum #1: Glenwood Restaurant Glenwood Café (11/4/12 AM), Capella's Market (11/7/12 PM), Market of Choice (11/9/12 PM), Turtles (11/9/12 PM)
- Postcard mailed to residents and property owners immediately adjacent to corridor announcing Community Forum #1
- Signs posted in corridor announcing Community Forum #1
- Announced Community Forum #1 at South Willamette Concept Plan meetings and through email communications
- Submitted material for articles to be included in South Eugene neighborhood newsletters. Friendly Area Neighbors and Crest Drive Citizens Association published articles and announced Community Forum #1.
- Recruited Edgewood Homeowners Association representative to focus group and public meeting, including specific conversations about through traffic
- Phone call to parent volunteer for the South Eugene High School email list and Roosevelt Middle School email list, requesting inclusion in school email announcements, recognizing that many families live South of 40<sup>th</sup> Avenue
- Meetings where the project presented and gathered input:
  - Southtowne Business Association (SOBA)
  - Bicycle and Pedestrian Advisory Committee (BPAC)
  - Friendly Area Neighbors
  - Crest Neighbors
- Planning Commission update
- Articles in Eugene Weekly, Register Guard, and interviews on TV and radio.
- Personal responses to written comments sent to project manager